

**P & P NO.**

7-7

EFFECTIVE DATE

July 1, 2010

SUPERSEDES NO.

25-7370

October 2008
Traffic Manual**PREPARED BY**

Business Development Manager

SUBJECT

Marketing / Press Pass

APPROVED BY

General Manager

I. PURPOSE

To establish when and how marketing passes and/or press passes may be authorized, issued and used.

II. POLICY

It is the Alaska Marine Highway's policy that a minimal number of marketing passes and/or press passes may be issued to authorized, non-AMHS individuals when deemed in the best interest of the State of Alaska.

III. ORGANIZATIONS AFFECTED

JRCC, All Terminals, All Vessels

IV. REFERENCES

P&P 3-1 Making a Reservations
State of Alaska Regulations

V. FORMS

[7-7A Press Pass Requirements – Travel Details](#)

VI. DEFINITIONS

Confirmed Space: Confirmed space is a term used to describe positive pass travel on the Marine Highway.

Letter of Agreement: A formal letter used to document the State and recipient's commitments.

Pass: A document that allows the bearer to travel at a reduced rate. Various types exist.

Positive Pass: A positive pass is confirmed space, however it does not imply that passenger, vehicle, cabin and/or meals are included. The ticket, letter of agreement or memorandum of introduction or manifest remark shall indicate the included items.

Space Available: Passenger or vehicle does not have a guaranteed space reservation and will be accommodated only if there is space available after all confirmed space passengers, vehicles or cargo have been loaded. Travel may be interrupted and vehicle (and driver) forced to disembark short of their destination to accommodate full fare paying traffic. When faced with such a situation, a customer cannot then decide to discontinue the space available travel and pay the fare.

VII. RESPONSIBILITIES

A. Marketing Manager (or designee):

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<ol style="list-style-type: none"> 1. Authorizes issuance of marketing and or press pass. 2. Negotiates marketing and/or press pass with recipient. 3. Requests authorization of marketing and/or press pass from System Director. 4. Makes reservation(s) for marketing and/or pass services. 5. Notifies recipient of marketing and/or press pass issuances, term and delivery. 6. Authorizes and approves all changes of itinerary. 7. Communicates with pass recipient to ensure receipt of negotiated value. <p>B. Pass Recipient:</p> <ol style="list-style-type: none"> 1. Negotiates marketing pass terms with Marketing Manager. 2. Abides by terms and condition of marketing pass. 3. Delivers negotiated value to Marketing Manager. <p>C. Ticket Agent:</p> <ol style="list-style-type: none"> 1. Issues ticket to traveler upon presentation of proper identification. 2. Reviews the itinerary and identifies any amount due over the value of the pass. 3. Collects from the traveler any amount due over the value of the pass. 		
<p>VIII. PROCEDURE</p> <p>A. Negotiation of marketing and/or press pass:</p> <ol style="list-style-type: none"> 1. Potential travelers (or designee), state official, visitor industry representative or other individual contacts the Marketing Director to request marketing pass. 2. Marketing Director reviews request to determine if anticipated “return of value” for the State is sufficient to warrant a marketing and/or press pass. Situations that yield a “return of value” for the State may include use of photography, video, published articles about AMHS, inclusion of AMHS in tour operators’ brochures, publicity at special events, live media coverage and other like activities. 3. Marketing Director negotiates, as needed, to enhance "return of value" for the State and/or to alter terms and conditions of request. 4. Marketing Director sends 7-7A Press Pass Requirements – Travel Details form to traveler for completion and acceptance. 5. Traveler returns 7-7A Press Pass Requirements – Travel Details form to the Marketing Manager for approval of pass. 		

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6. If acceptable, the Marketing Director confirms that space is available on requested date for requested services.

B. The Marketing Manager makes the appropriate reservations following the reservation process outlined in the AMHS P&P 3-1 Reservations, ensuring the following:

1. The itinerary must include the complete name, address and telephone information of the traveler.
2. A Marketing Pass in the amount of the items covered will be posted as an MP on the Payment Screen in the reservation system.
3. Notes on the line item for manifests will clearly state what is covered by the pass, i.e. AMHS Marketing Pass/Cabin and meals included.

C. Itinerary Changes:

1. Any requested changes for an itinerary covered by a Marketing and/or Press Pass must be submitted in writing or via email directly to the Marketing Manager.
2. The Manager will review to ensure that the changes still fall within the established value of the agreement.
3. Changes will be approved or denied - a modification of the agreement should take place.
4. Approved changes will be implemented by the Marketing Manager or a designee. And confirmed with the traveler via email or requested means.

IX. ANNUAL REVIEW DATE / LEAD REVIEW

This P&P will be distributed to the Business Development Manager for review on April 1, 2015.